

METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL
PROFILE OF A COMPUTER USER

Abstract of the Invention

Computer network method and apparatus provides
5 targeting of appropriate audience based on psychographic or
behavioral profiles of end users. The psychographic
profile is formed by recording computer activity and
viewing habits of the end user. Content of categories of
interest and display format in each category are revealed
10 by the psychographic profile, based on user viewing of
agate information. Using the profile (with or without
additional user demographics), advertisements are displayed
to appropriately selected users. Based on regression
analysis of recorded responses of a first set of users
15 viewing the advertisements, the target user profile is
refined. Viewing by and regression analysis of recorded
responses of subsequent sets of users continually auto-
targets and customizes ads for the optimal end user
audience.